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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Amendment/Response Transmittal

In re application of: Joachim Hagmeier, et al
 Serial No.: 10/068,369
 Filed: February 6, 2002
 For: A Method, Computer System and Computer Program Product for Processing Customer Loyalty Data
 Group Art Unit: 3622
 Examiner: John L. Young

Commissioner for Patents
 PO Box 1450
 Alexandria VA 22313-1450

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Sir:

Transmitted herewith for filing is an Amendment/Response in the above-identified Application.

No additional fee is required.

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Any additional filing fees required under 37 C.F.R. §1.16.

Any patent application processing fees under 37 C.F.R. §1.17.

Date: March 28, 2005

Respectfully submitted,

By Gerald R. Woods
 Gerald R. Woods, Attorney of Record
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 Intellectual Property Law
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I hereby certify that I am submitting the above-identified correspondence via facsimile transmission to phone #703-872-9306 to the Commissioner for Patents, PO Box 1450, Alexandria VA 22313-1450.

10 pages total

Dianne Lane

Dianne Lane

Name of person submitting fax

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PATENT

MAR 28 2005

IBM Docket No. DE9-2000-0047US1

In the United States Patent and Trademark Office

Date: March 28, 2005

In re Application of: Joachim Hagemier et al **Filed:** February 6, 2002

For: A Method, Computer System and Computer Program Product for
Processing Customer Loyalty Data

Serial Number: 10/068,369

Art Unit: 3622

Examiner: Young, John L.

Request for Reconsideration

Hon. Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This paper is a response to an Office action mailed January 4, 2005. The response is being filed within the shortened statutory period for reply set in the action.

No changes have been made in the specification.

The Office action identifies the drawings as informal. It was Applicants' intent that the drawings originally submitted with the application be considered formal drawings. If the Office feels that the drawings fail to comply with requirements for formal drawings, it would be appreciated if the Office could supply a list of specific objections so that Applicant may provide compliant drawings.

10/068,369 (DE9-2000-0047US1)

- 1 -

PATENT
IBM Docket No. DE9-2000-0047US1

No changes have been made in the claims as the original claims clearly distinguish over the art of record for reasons which will be discussed in the Remarks section of this paper. For the Examiner's convenience, a complete listing of the original claims follows.